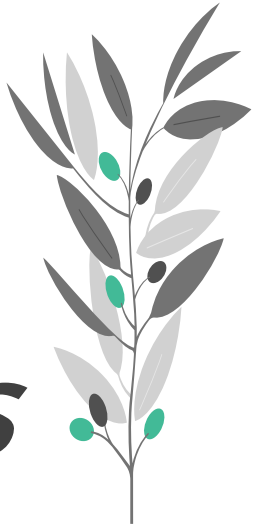


# Mindful Touchpoints

## *Equity, Empathy, and Trauma-Informed Care in the Suicide Loss Community*



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VINCENT SINGER, IQS RESEARCH

# The context

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Who am I?

Who is IQS Research?

What is the project?

# The context

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A former youth engagement specialist and family case manager

A research firm out of Louisville, KY with deep statistical experience and a dedicated focus on inclusive research

Understand how individuals use the services of a suicide loss survivor organization

# The context

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A “Suicide Loss Survivor” is someone who has lost a family or loved one to suicide.

# The context

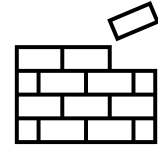
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- 1) How respondents are connected to suicide loss
- 2) How needs change as people get further away from the incident

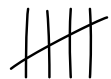
# Takeaway 1



## How we used the contact list variables to build our email outreach through equity and empathy



Build a name list that was compassionate to the varied experiences of this organization's community



Formulate an empathetic and equitable outreach campaign with our messaging's timing, quantity, and tone driven by the variable of loss and our goal of not adding to anyone's suffering or re-traumatization.

# Takeaway 1



## How we used the contact list variables to build our email outreach through equity and empathy

1. Professionals & survivor supporters
2. Loss survivors (37 months or more)
3. Loss survivors (36 months or less)

1 & 2

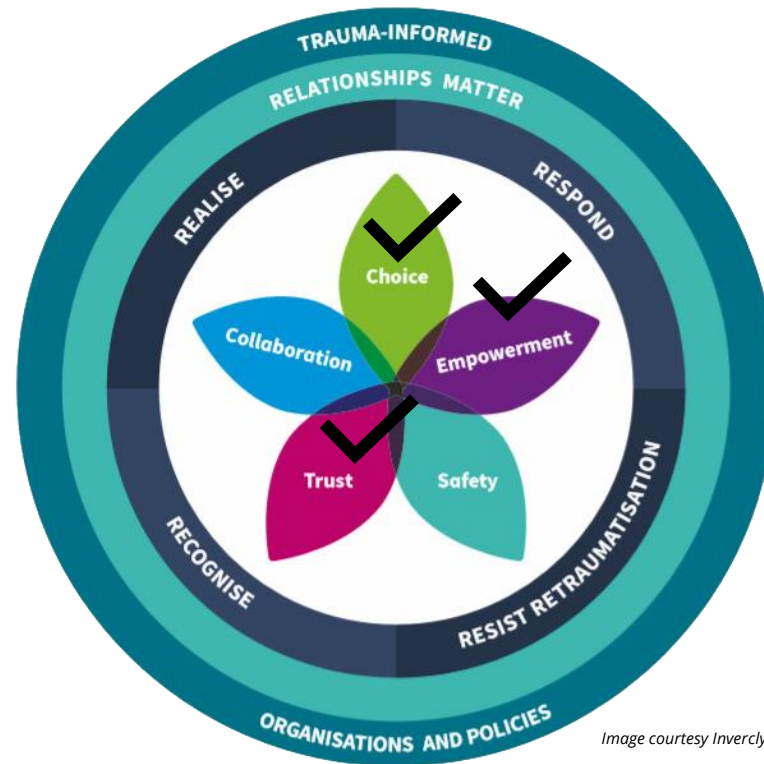
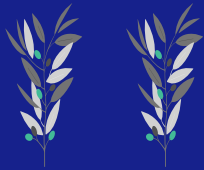
= the initial, a one-week reminder, and a final 24hrs before closing

3

= the initial and one-week reminder

Securing and maintaining participant consent in survey research is a necessary step for quality and an opportunity to apply Trauma-Informed Care principles, such as Trust, Choice, and Empowerment.

## Takeaway 2



*Image courtesy Inverclyde Alcohol & Drug Partnership*

# Takeaway 2



## Passive consent

From the start because:

1. Participants were primed with messages from the client, an entity they know & trust
2. Our intentions were clear and we affirmed their choice agency

## Active consent

In the “Loss Demographics” section because:

1. The subject required it
2. Empathy compelled it

# Takeaway 2



## First version

“Some people are comfortable answering questions about their loved one, while other people prefer not to answer these questions. If you are comfortable, we’d like to know about the person that you lost. All questions are still optional.”

## Final version

“With your consent, we’d like to know about the person you lost. All questions are still optional.”

## Takeaway 3



The use of Equity, Empathy, and Trauma-Informed Care not only improves the experience participants have when providing us the data, but their use themselves has the power to create insights that previously went uncaptured.



- We would have what we needed, but...
- The absence of a “no” did not mean a “yes”



- The “willingness to talk” measure
- In 2024, **94%** of participants were willing to us about the person they lost.

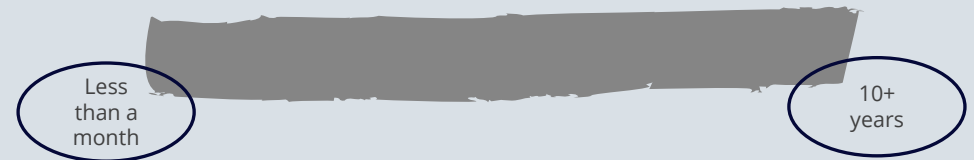
# Takeaway 3



## What will the measure be next time?



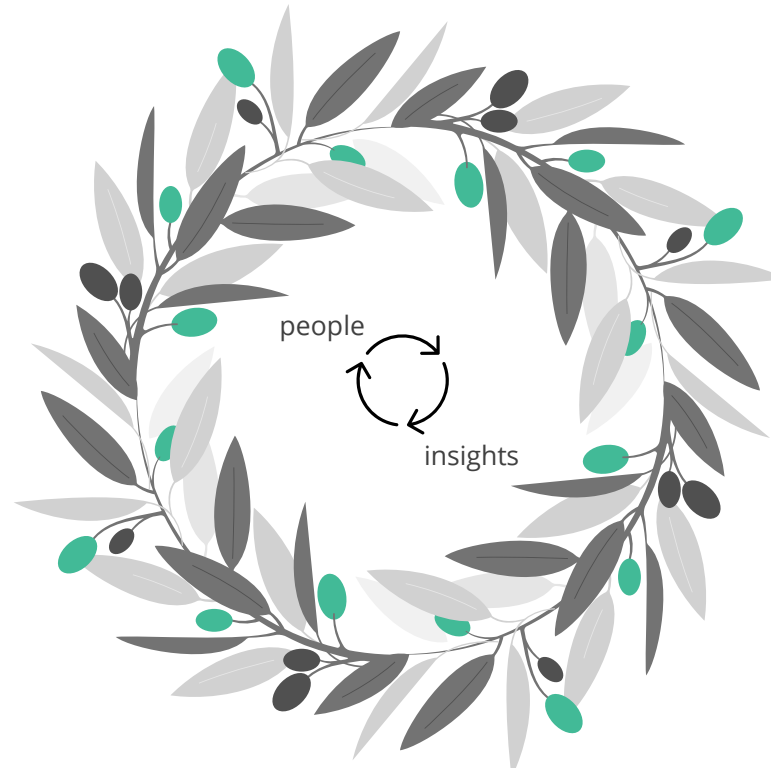
“In what country do you live?”



“How recent was your loss?”

# Conclusion

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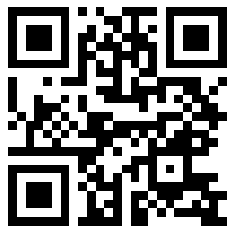
**“I HEAR YOU” INSTEAD OF “I’M SORRY.”**

Thank you!



idea  
**FORUM**

A THINK TANK TO ADVANCE  
**INCLUSION, DIVERSITY,**  
**EQUITY & ACCESS**  
IN INSIGHTS



To learn about  
IQS Research

